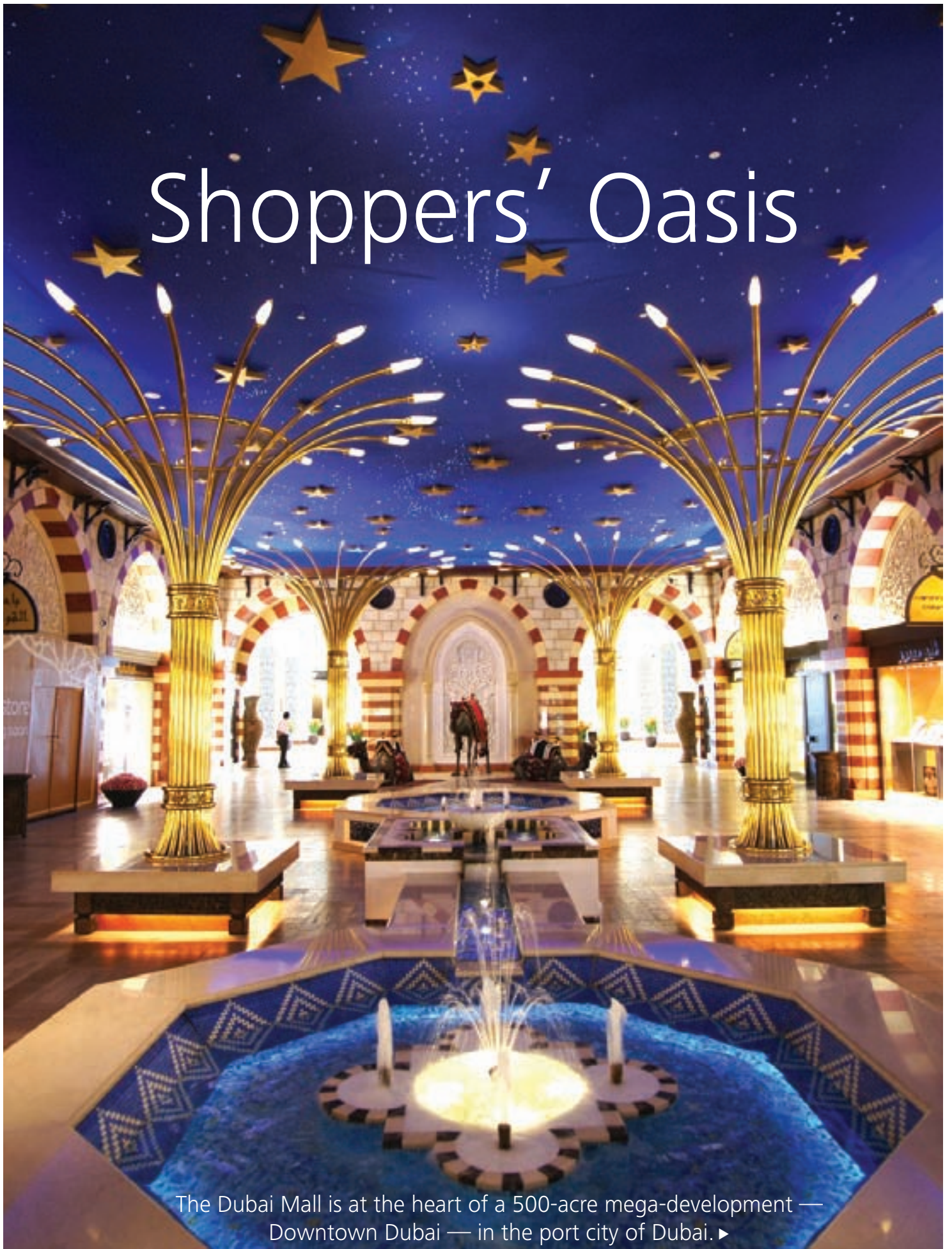


Shoppers' Oasis



The Dubai Mall is at the heart of a 500-acre mega-development — Downtown Dubai — in the port city of Dubai. ▶



For shoppers, this is indeed a paradise with 1,200 upscale shops offering the latest in fashion and accessories. In terms of area, The Dubai Mall is one of the largest in the world, occupying a space that could encompass 50 soccer fields. Of course, exploring its seemingly endless retail outlets is likely to work up shoppers' appetites, which are satisfied by more than 160 eateries offering everything from fast food to gourmet meals. For a diversion from shopping, there's Dubai Aquarium & Underwater Zoo, featuring more than 33,000 aquatic animals and the world's largest acrylic viewing panel; the Olympic-sized Dubai Ice Rink; the UAE's largest megaplex with 22 movie screens, Reel Cinemas; the region's largest SEGA indoor theme park, SEGA Republic; and the award-winning children's edutainment concept, KidZania®. The Dubai Mall attracts more than 750,000 visitors each week, so it's easy to see how keeping everyone moving comfortably and reliably through this massive environment is vital to operations.

Shoppers on the move

Schindler mobility solutions within the expansive, multilevel mall and its parking area keep visitors moving. The 150 Schindler escalators and four moving walks are well integrated into the mall's design — finishes ranging from gypsum to metal cladding to wood closely match area aesthetics. All escalators are easily seen and accessible for reaching the mall's various levels; some are fully panoramic, revealing their intricate inner workings to passengers. The 90 Schindler elevators are located near major pathways beside the parking area, aquarium, ice rink and atria. Most of the elevators are equipped with LCD panels that can be programmed to provide passengers with information regarding mall attractions, events, news and weather.

Luxury by the Numbers

Grand inauguration on May 8, 2009

37 million visitors in its first year in operation

5.9 million square feet of interior floor space

More than 160 restaurants and cafes

22-screen cinema

2.6-million-gallon aquarium

150 Schindler escalators

90 Schindler elevators

4 Schindler moving walks

14,000 car parking capacity

Photo below: This graceful waterfall with sculpted divers provides movement and a natural backdrop in the mall lobby.

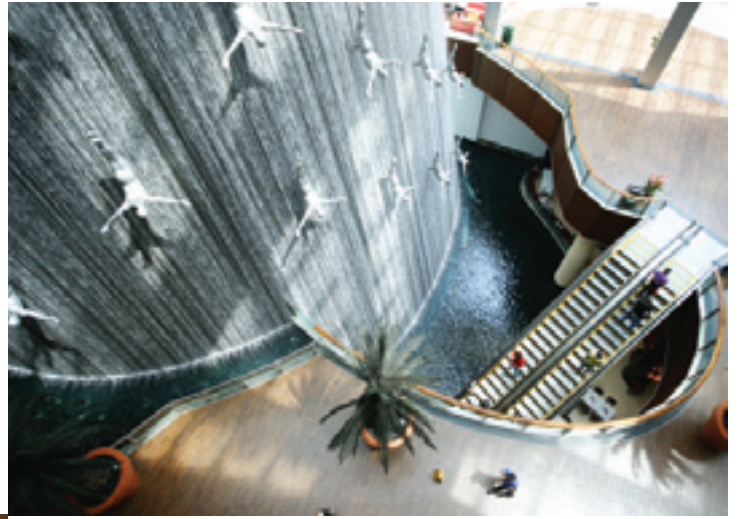


Photo far left: Shoppers take a refreshing break on the mall's Olympic-size ice skating rink. Photo left: The Gold Souk atrium immerses visitors in time-honored Arabic design.

Connected to luxury

The Dubai Mall is home to many of the most famous names in fashion: Armani, Burberry, Chanel, Dior, Fendi and Ralph Lauren, to name a few of the 70 haute couture stores. The mall also houses one of the world's largest indoor gold souks, a traditional Arabian market focused on gold and jewelry. With 220 gold and jewelry retailers, the Gold Souk highlights in sculpture, art and decor the journey of traveling merchants who crossed the desert to trade gold and other precious commodities thousands of years ago. Dubai's pioneering architecture and chic tourist appeal have made it the premier destination within the United Arab Emirates, a sparkling gem on the Arabian Gulf. ■



The spectacular aquarium contains more than 33,000 living animals representing 85 different species — one of the most diverse collections in the world.